

**WHAT IS CLAIMED IS:**

1. An advertisement presenting and charging system comprising:

5 an automatic toll collecting system for toll road to send entrance data including the advertisement data and receive exit data through wireless communication; and

10 a motor vehicle with on-board devices including a display device, said on-board devices receiving said entrance data so that said display device displays an advertisement based on the advertisement data when the motor vehicle enters the toll road, and said on-board devices detecting information about a condition under which the advertisement is displayed by said display device to send said exit data including the information about the condition;

15 wherein an amount of an advertisement charge is set according to the information about the condition included in said exit data.

2. An advertisement presenting and charging system according to claim 1,

20 wherein the information about the condition includes at least one of a traveling section, a traveling time, and a traveling distance during displaying the advertisement.

25 3. An advertisement presenting and charging system according to claim 1,

wherein said on-board devices has a switching unit to shift to one of operation and non-operation of said display device and select advertisement contents to be displayed based on the advertisement data included in the entrance data.

30 4.. An advertisement presenting and charging system according to claim 1,

wherein the amount of the advertisement charge is deducted from a toll for a toll road.

5. An advertisement presenting and charging system according to claim 1,

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wherein said entrance data includes number of advertisements, an advertisement ID, an advertising provider's name, number of advertisement characters, and the advertisement, and the exit data including number of advertisements, the advertisement ID, number of advertisement times, advertisement time, and the advertisement.

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6. An on-board devices for an advertisement presenting and charging system comprising:

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a wireless communicating unit to receive an entrance data including an advertisement data from an automatic toll collecting system and send an exit data to said automatic toll collecting system;

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a display device to display an advertisement based on the advertisement data included in said entrance data; and

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a detector to detect information about a condition under which the advertisement is displayed by said display device to send said exit data including the information about the condition to be a base of charging amount of the advertisement.

7. An on-board devices for an advertisement presenting and charging system according to claim 6,

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wherein the information about the condition includes at least one of a traveling section, a traveling time, and a traveling distance during displaying the advertisement.

8. An on-board devices for an advertisement presenting and charging system according to claim 6,

- 5 further comprises a switching unit to shift to one of operation and non-operation of said display device and select advertisement contents to be displayed based on the advertisement data included in the entrance data.

9. An on-board devices for an advertisement presenting and charging system  
10 according to claim 6,

wherein the amount of the advertisement charge is deducted from a toll for a toll road.

- 15 10. An on-board devices for an advertisement presenting and charging system according to claim 6,

- said entrance data includes number of advertisements, an advertisement ID, an advertising provider's name, number of advertisement characters, and the  
20 advertisement, and the exit data including number of advertisements, the advertisement ID, number of advertisement times, advertisement time, and the advertisement.